



# Be Priceless

## Sustainable Development Report



# Vision

Every child enjoys their full potential to flourish

# Mission

Health education to empower children and community's well-being & safety

# SEED Education

Strengthen's capacity and behaviors for:

- 1) Personal Growth,
- 2) Well-being,
- 3) Safety,
- 4) Compassionate Relationships

SEED = Self-value, Empower, Educate, and Protect from Dangers









# Who we serve

- 1) **Children** (4-17 year-olds)
- 2) **Caregivers at Home** (family members, domestic workers)
- 3) **Community Caregivers** (educators, social workers, etc)
- 4) **Schools, non-profits, and other organizations**

For health equity, we prioritize our free & discounted services for people at-risk.



# Be Priceless' Impact at a glance

| ESG  | SDG  | 2021/9 to 2023/9   | Caregiver  | Children*          |
|--|--|--|--|--------------------|
| Social   | <br>3 GOOD HEALTH AND WELL-BEING                | Well-being & Safety enhanced**   | ↑ ~20%   | ↑ 10-30%           |
|  | <br>4 QUALITY EDUCATION                         | Participants   | 732  | 667                |
|  | <br>5 GENDER EQUALITY                           | Special Educational Needs  | -  | 23%                |
|  |  | Ethnic Minorities  | 60%  | 26%                |
|  | <br>10 REDUCED INEQUALITIES                    | Below Median Income Household***   | 88%  | 70%                |
|  | Environment  | <br>11 SUSTAINABLE CITIES AND COMMUNITIES | Enhance sustainable development - risk reduction behavioral change education (including against outbreaks, climate change) | 61% risk awareness |
| <br>13 CLIMATE ACTION |  |  |  |                    |
| Governance   | <br>16 PEACE, JUSTICE AND STRONG INSTITUTIONS | Trans-sectoral community partnered to develop & provide SEED   | 150+ children & caregivers, 70+ professionals (e.g. doctor, educators, counsellors, social worker)                         |                    |
|  | <br>17 PARTNERSHIPS FOR THE GOALS             | Partners (NGOs & Schools)  | 18   |                    |
|  |  | SEED graduates serve the community   | ~80%   |                    |

\*4-17 year-olds can progress through the SEED program at the Kindergarten, Primary, and Secondary school levels

\*\*t-test comparing participant self-rated quality of life survey scores before and after SEED Course, p-value ≤ 0.05.

\*\*\*Monthly household income below HKD28,599; Caregiver: n=473; Children: n=269 (using data collected since 2022/12)

**Partner with us to empower 1000 per year at-risk children and caregivers by:**

1. Donate resources
2. Volunteer
3. Become a partner organisation

**Contact us**

**seed@bepriceless.org**  
**+852 93734453**

Be Priceless is a charitable institution (IR File No.: 91/16752)

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# Goal: Ensure healthy lives and promote well-being for all at all ages

**SDG Target 3.4:** By 2030, reduce by 1/3 premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Measured by quality of life survey score

## Sprouts SEED Course (4-6 year-olds)

This SEED Course fosters behaviours and mindsets that improve the mental well-being of children. This includes building capacity when handling adverse situations, forming a robust support system with trusted adults, building a healthy mindset with a focus on growth and self-value, as well as improving emotional awareness and regulation.



Learners share their superpowers

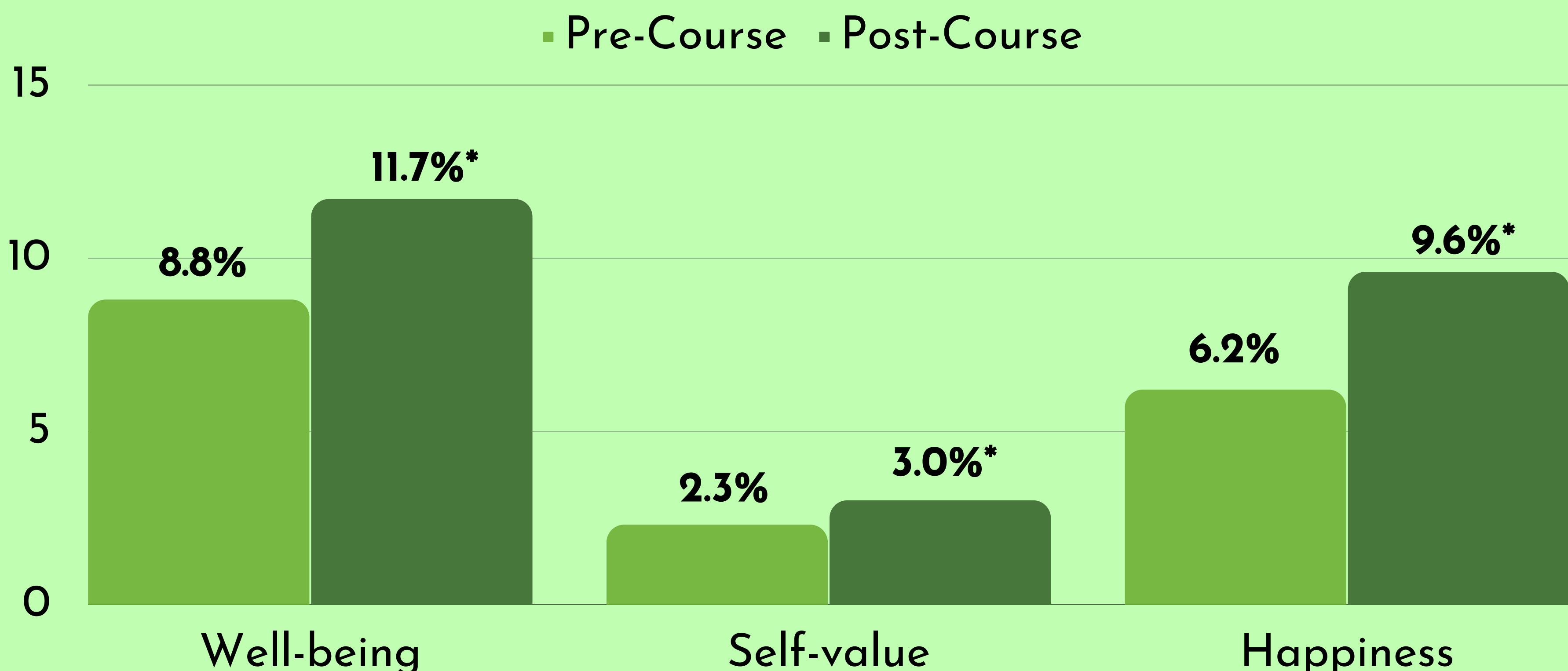


Gamified Learning in action



Learner's experience

## Quality of Life in Key Areas of Flourishing Reported by Children



\*t-test comparing scores before and after SEED Course, p-value ≤ 0.05



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Measured by quality of life survey score

## Seedling SEED Course (7-17 year-olds)

We build capacity, mindsets, and behaviors for healthy self-value, positive self-talk, resilience, emotional awareness, emotional regulation, mental and physical health literacy, taking care of one's disorders, and more life-skills for healthy living and positive ways of handling adversities.



Learners during a SEED Course

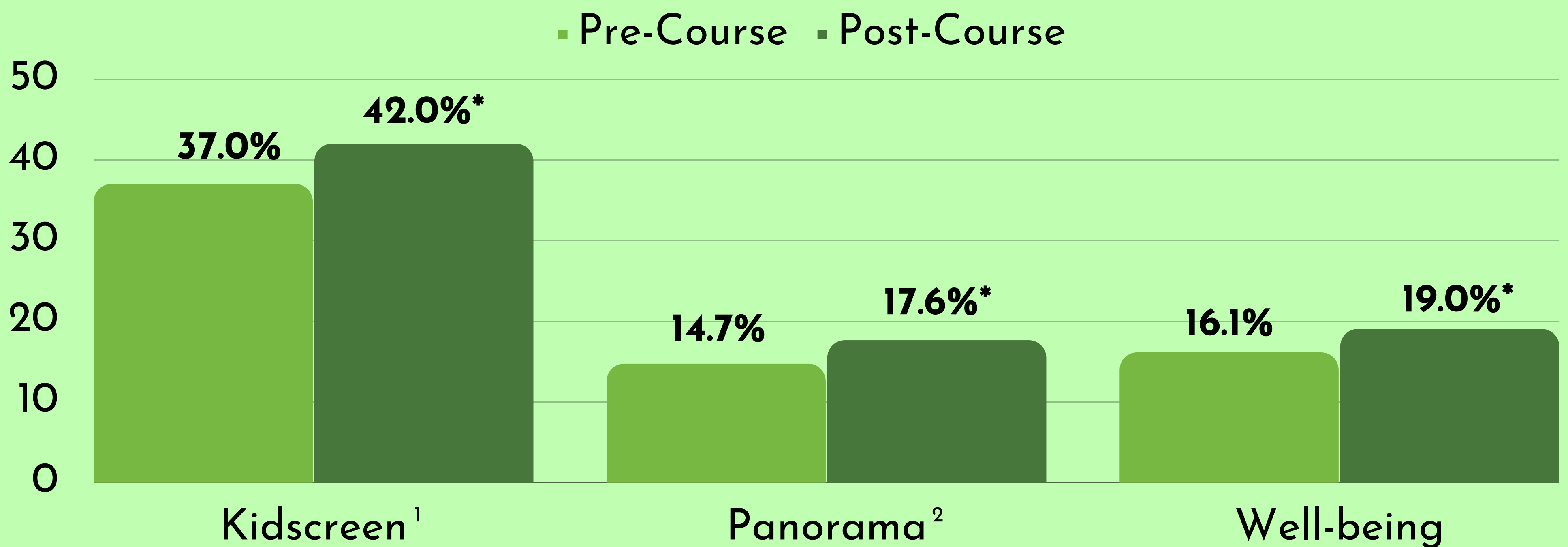


Learners share their growth after SEED



Learner's experience

## Quality of Life in Key Areas of Flourishing Reported by Children



\*t-test comparing scores before and after SEED Course, p-value ≤ 0.05

[1] Health is measured by KIDSCREEN instruments

[2] Emotional regulation is measured by Panorama instruments



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**SDG Target 3.4:** By 2030, reduce by 1/3 premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Measured by quality of life survey score

## Caregivers' SEED Course

The SEED Course for caregivers builds capacity for positive and effective parenting, as well as fostering healthy mindsets within caregivers. This includes effective communication, self-care practices, forming a support system with other trusted adults, emotional awareness of children and themselves, and awareness of exploitation and abuse.



Primary school parents attending SEED

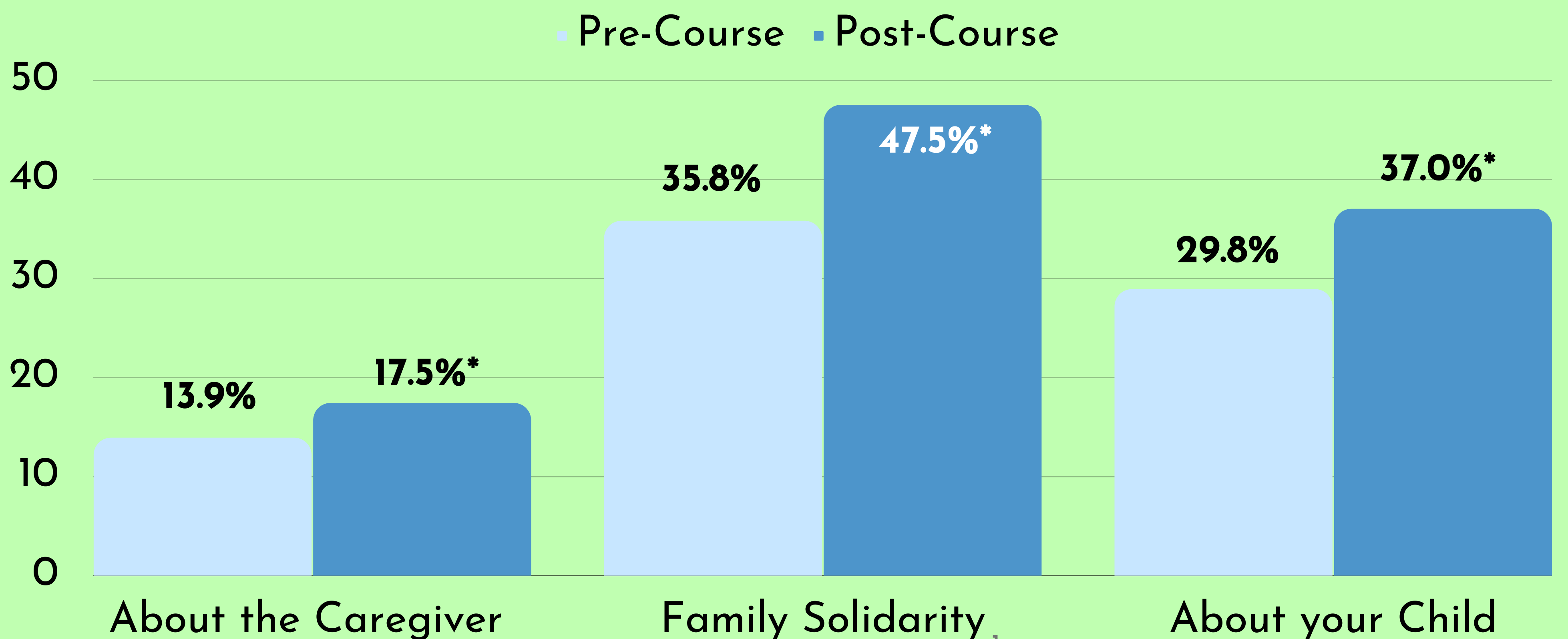


Caregivers' takeaways from SEED



Caregivers' SEED Course

## Quality of Life in Key Areas of Flourishing reported by Caregivers



\*t-test comparing scores before and after SEED Course, p-value ≤ 0.05

[1] Hong Kong Family Welfare Society. (2020)





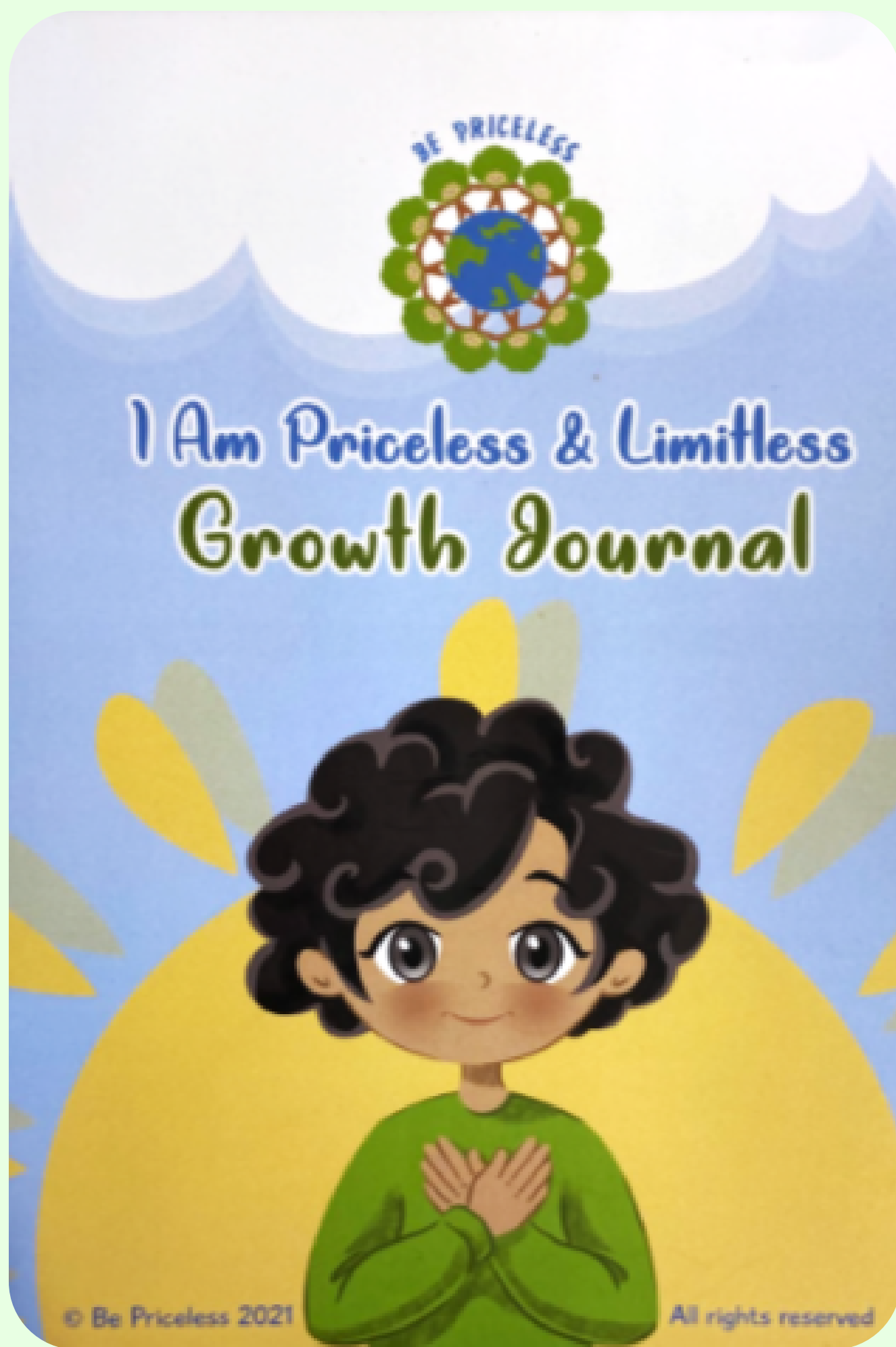
# Goal: Ensure healthy lives and promote well-being for all at all ages

**SDG Target 3.4:** By 2030, reduce by 1/3 premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

## Activities and materials for the SEED Course

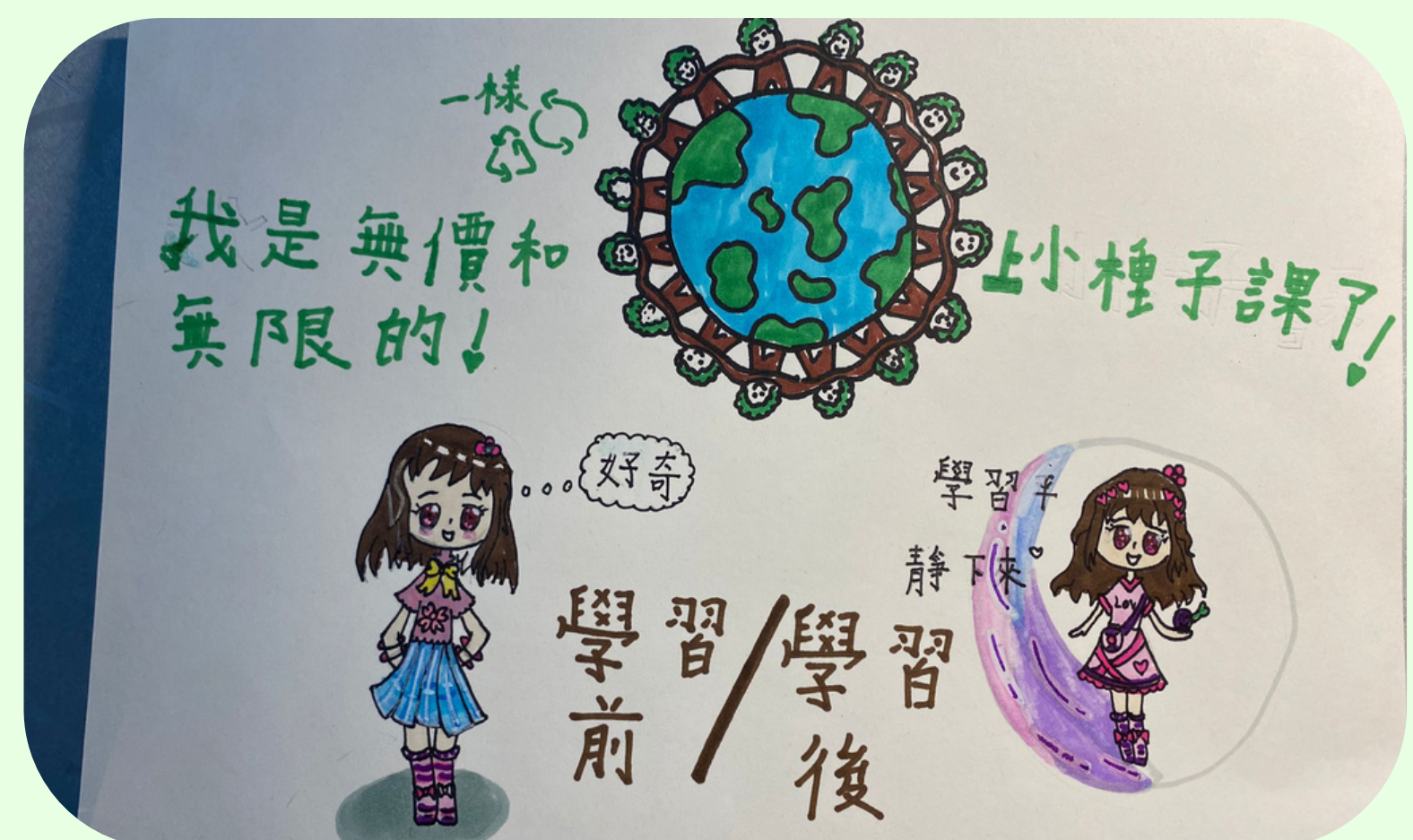
### Growth Journal

Children apply personal growth and well-being home practices from the SEED Course to their own experiences.



### Journey Mapping

Children reflected what they learned in the SEED Course through drawing.



"I learn how to be strong and protect myself. I got bullied after the course and I was strong and protected myself. After the course, I learned to never give up, and I asked my teacher to help me, and I passed. The superpower is the learning part."

- Madiha

"I learned to protect myself from the risks. I refused bad actions and I learned about self-value. It has really changed me. I learned that challenges are actually opportunities to learn. We learned my mind and body belong to me, as well! When our minds and bodies are too tired, we take a pause and it helps us a lot!"

- Zunaira and Nuwaira





# Goal: Ensure healthy lives and promote well-being for all at all ages

**SDG Target 3.4:** By 2030, reduce by  $\frac{1}{3}$  premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Measured by quality of life Survey Score

## The current situation in Hong Kong

**30-50%**

of school-aged children have **depression or anxiety symptoms**<sup>1</sup>

**89% increase**

in **suicide rates** from 2019 to 2022 for children under 15<sup>2</sup>

## Mental health education



The Pause - Meditation activity



Fixed & Growth Mindset - Well-being activity

## After attending the SEED Course:

**52%** of children are more able to control your emotions when they need to.<sup>3</sup>

**51%** of children are more able to stay calm when things go wrong.<sup>3</sup>

[1] Hospital Authority of the Government of Hong Kong SAR. Waiting Time for New Case Booking reported by 2022/10

[2] RTHK. HKU researcher warns of high teenage suicide rate. Published September 2022

[3] 562 children aged 7-17 years completed the survey before and after the SEED Course





# Goal: Ensure healthy lives and promote well-being for all at all ages

**SDG Target 3.4:** By 2030, reduce by 1/3 premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

## Mental health education materials

We provide mental health teaching materials that help learners understand the concepts, practicalities, and significance of emotional regulation, mental resilience, and meditation. These materials build the capacity of our learners in improving their mental health.



Flipped Lid Explanation



Emotional Regulation Game

## Attending local events

Strengthening holistic health in improving our mental, physical, and social well-being.

Reducing risks that challenge our health including disorders; interpersonal violence, exploitation; the stigma, discrimination, and inequalities in communities; and environmental degradation and climate change.



Dr. Czarina Leung at the 2023 Hong Kong Youth-led Mental Health Conference



"Check, Check, Check" song on emotional awareness



Mental Health and Well-being Animation





# Goal: Ensure healthy lives and promote well-being for all at all ages

**SDG Target 3d:** Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks

Measured by safety survey score

## Risk Communication through SEED Courses

SEED Courses emphasize the significance of risk awareness, as well as the associated behaviors that influence the amount of risk an individual faces. This is done through several engaging interactive activities throughout the course.



Risk Seesaw



Student learns about the components of the risk seesaw

## Safety Plan



Sample of safety plan distributed to learners

## After attending the SEED Course:

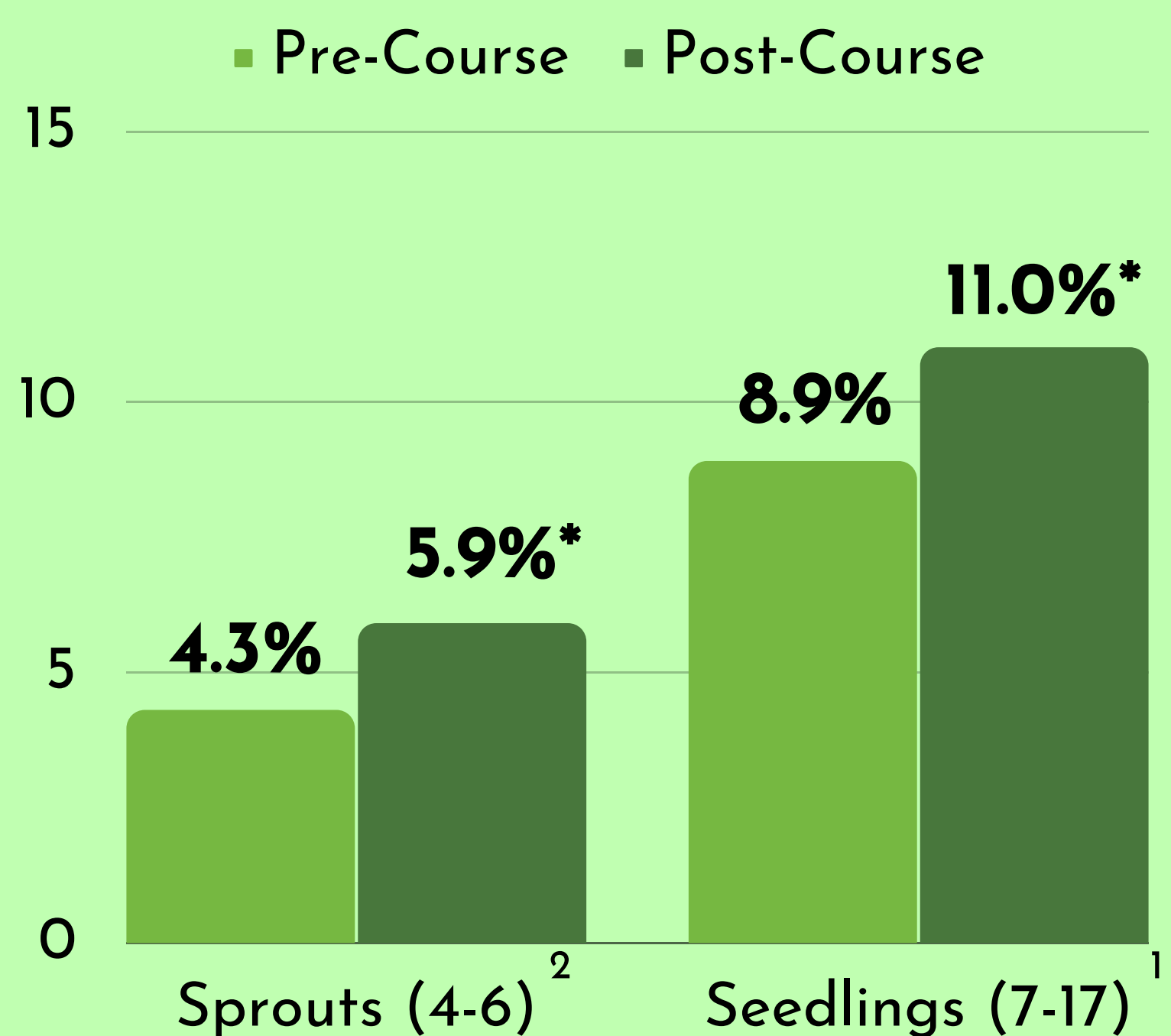


**54%** of children are more likely to say 'no! Stop! Go away!', when they feel unsafe.<sup>1</sup>



**58%** of children are more likely to use a safety plan<sup>1</sup>

## Safety Reported by Children



\*t-test comparing scores before and after SEED Course, p-value ≤ 0.05

[1] 562 children aged 7-17 years completed the survey before and after the SEED Course

[2] 105 children aged 4-6 years completed the survey before and after the SEED Course





# Goal: Ensure healthy lives and promote well-being for all at all ages

**SDG Target 3d:** Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks

Measured by enrollment and participation

## Community Engagement

SEED Courses emphasize the role of preparedness in reducing risk. This includes building a robust support system, forming and rehearsing a comprehensive safety plan, and being well informed of current events.

**Why do I need a safety plan?**

Hi friend! Just like everyone else, you have the right to be well and safe. There are many types of dangers around us. Using a **safety plan** can help you prepare to lower the chance they will hurt you.

- Practice safety actions with my caregivers
- Be aware of risks around me
- Detect warning signs of dangers
- Review how to Prevent, Prepare, Respond, and Recover to lower my risks
- I get **READY** to
- Make good decisions for my growth and safety

**What is my safety plan?**

- A safety plan is an action plan for getting ready to stay safe from dangers that you may face.
- By making and practicing your safety plan, you will work through some key steps in preparing yourself and those who support you to keep you safe, even in tough times.
- This safety plan includes the ways to reduce your risks in the following situations, but you can make a plan for other risks too.

| Physical Health Risks | Mental Health Risks | Violence and Exploitation | Extreme Weather | Other Risks |
|-----------------------|---------------------|---------------------------|-----------------|-------------|
|                       |                     |                           |                 |             |

4

Education about multi-hazard risks

**RECOVER**

Our strong roots in other areas like self-love, resilience, healthy mind and body or supportive relationships are helpful.

**While recovering, I will:**

- Give myself unconditional love, kindness, positive self-talk.
- Give myself time to heal and be patient. Don't rush myself.
- Remember that I will heal one day. I just have to keep trying.
- Not blame myself if I have been hurt - it is not my fault
- Know that it is the dangers that hurt people (e.g. germs, unsafe actions of people, storms). Never blame anyone for being hurt.

It's Ok

Part 4: Recover by taking care of my mind.  
-Remember it's not my fault.  
-We should all support people who are recovering.

**STOP!**

- Choose to stay in safe places
- Avoid unsafe situations
- Reach out for support from people who nurture me
- Avoid people who are unkind or unsafe to me
- Not spread rumors or share people's private information.
- Know that there are a lot of people who can help, so reach out. Don't give up.
- Learn from the experience and work to build back a better and safe future for myself.
- Correct problems that put me and others at risk, e.g. being isolated, unfair mindsets and actions, poor education or opportunities, etc.

**RECOVER**

Suggestions to support recovery

# 45 general public

completed COVID-19 risk reduction training

# 667 SEED children<sup>1</sup>

completed training on risk reduction and staying safe from respiratory infections

[1] A total of 667 children enrolled in the SEED Course from both sprouts and seedlings program





# Goal: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

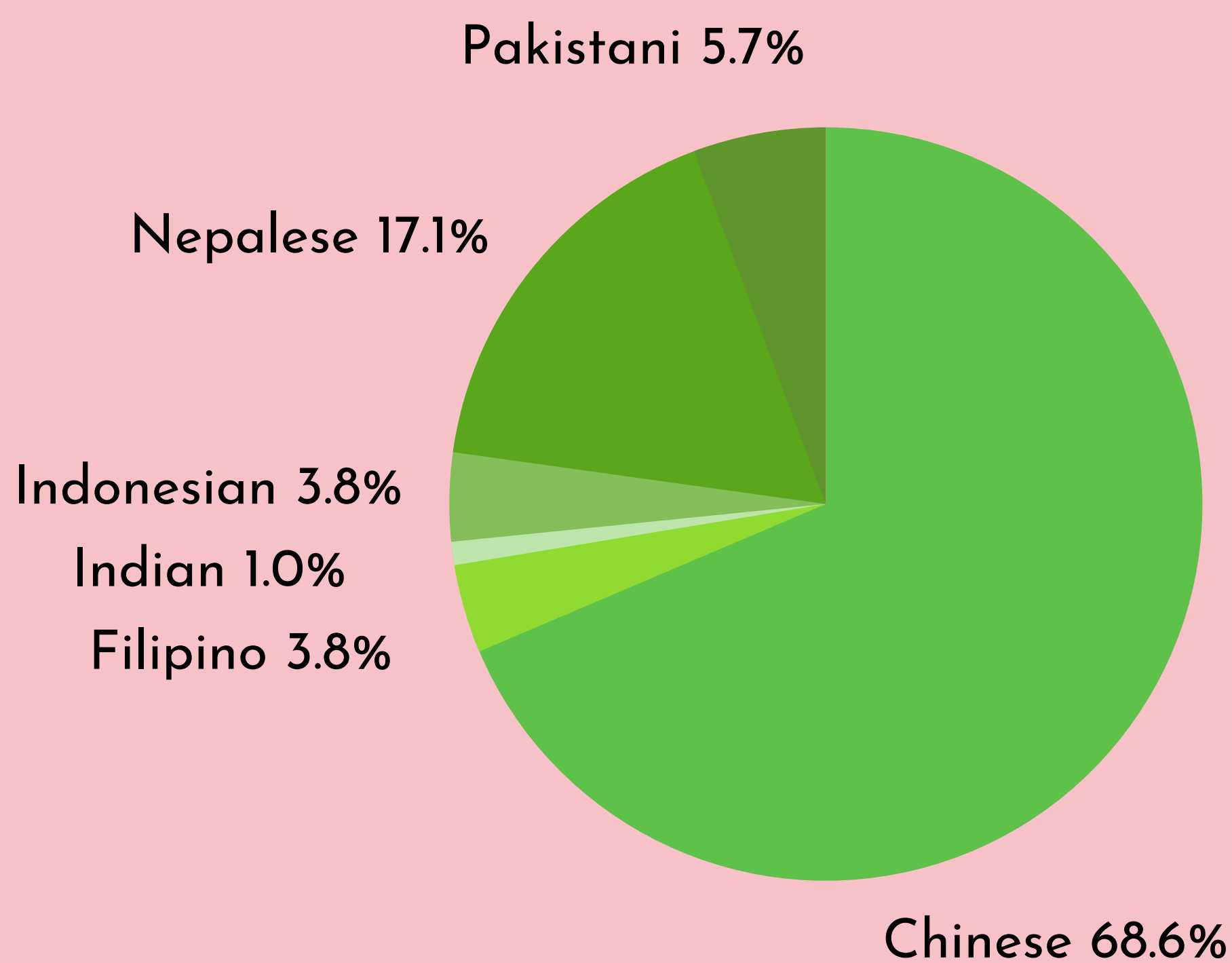
**SDG Target 4.2** By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education

Measured by enrollment and participation

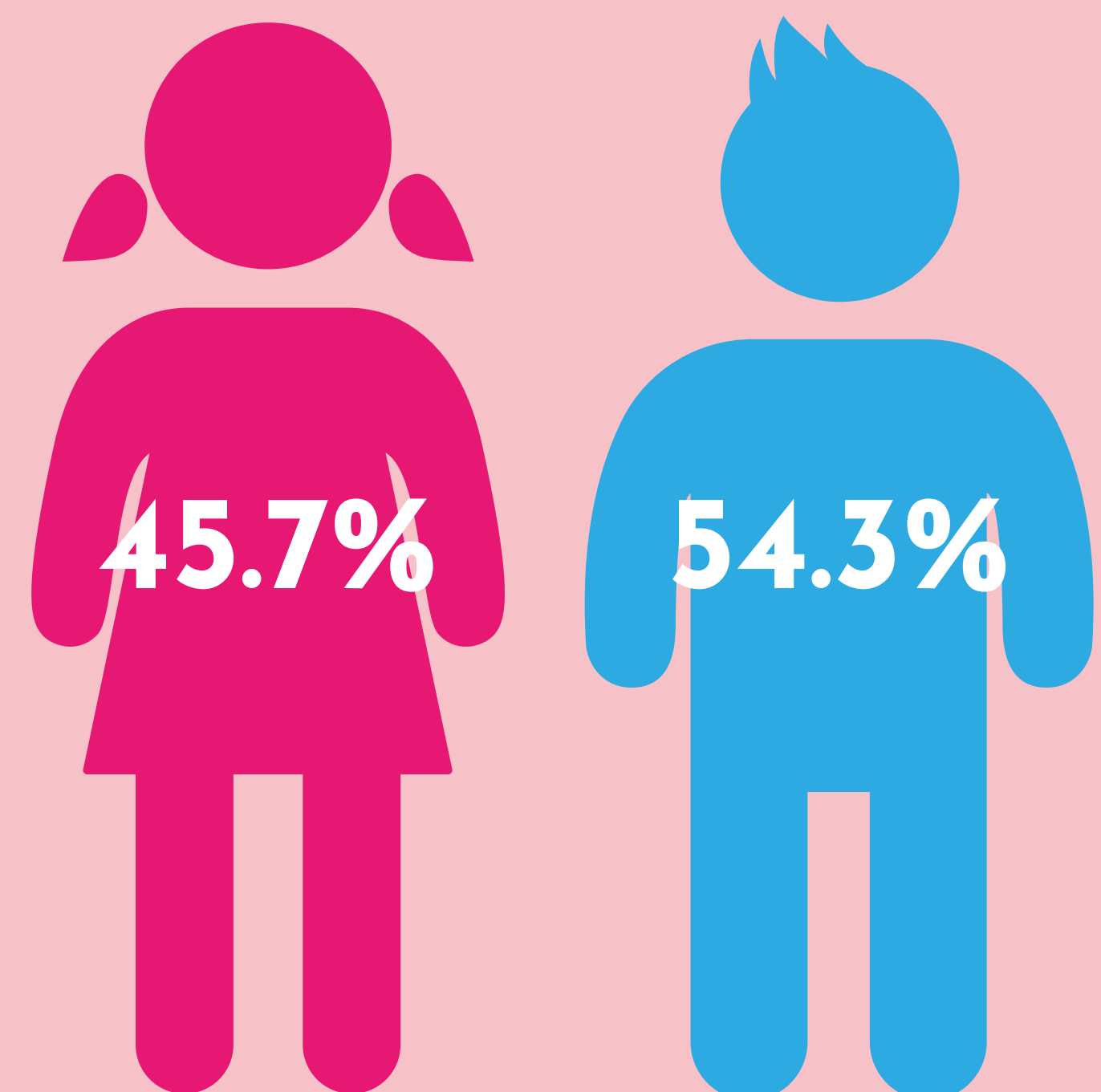
## Sprouts SEED Courses (4-6 year-olds)

Kindergarten children are empowered whole-person flourishing through our SEED Courses, so that they are ready for primary education and beyond.

### Ethnicity of participants



### Gender of participants



**23%**

of participants are identified to have Special Educational Needs (SEN)





# Goal: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**SDG Target 4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

Measured by knowledge based assessments with multiple choice questions (MCQ)

## SEED Courses strengthen personal & collective sustainable development:

MCQ reflects the 7-17 year old participant's application of knowledge and skills for sustainable development. The topics included in the test are:

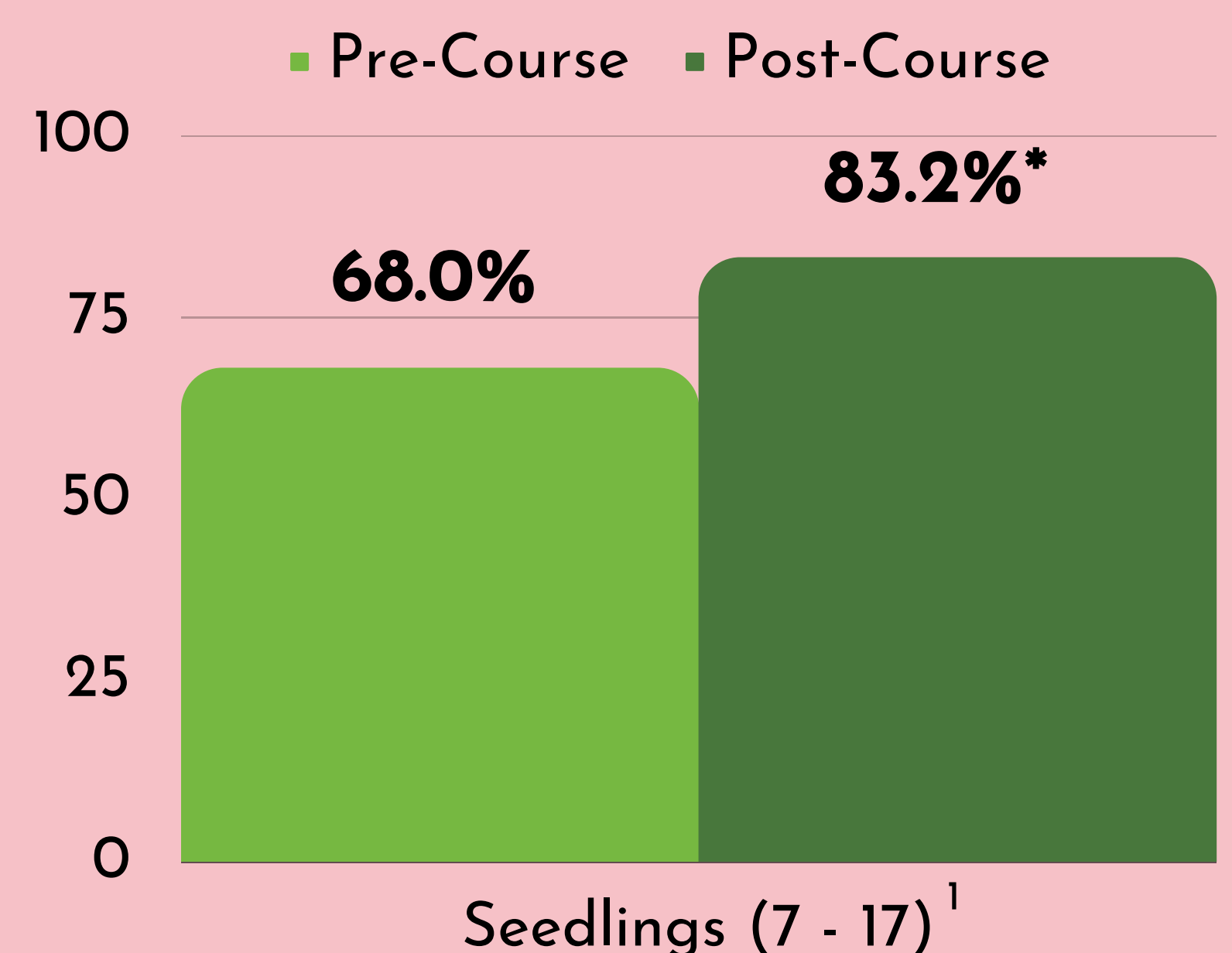
Social and emotional learning, human rights, positive communication, non-violence, healthy behaviors, supportive relationships, diversity; equity and inclusion in all forms (gender, cultural, ethnic, abilities, and more); global citizenship, and more.

### Topics related to children's rights:



Teaching about the UN Convention on the Rights of the Child to Children

## SEED Course MCQ scores



### Topics related to equity:



Bandage activity teaching children about equity

\*t-test comparing scores before and after SEED Course, p-value  $\leq 0.05$

[1] 121 children aged 7-17 years completed the knowledge assessment via module specific quiz before and after the SEED Course



# Goal: Achieve gender equality and empower all women and girls

**SDG Target 5.2:** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

**SDG Target 5.3:** Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

Measured by safety survey score

## The current situation for children in Hong Kong



**1 in 5** often or always worry about facing violence from an adult<sup>1</sup>

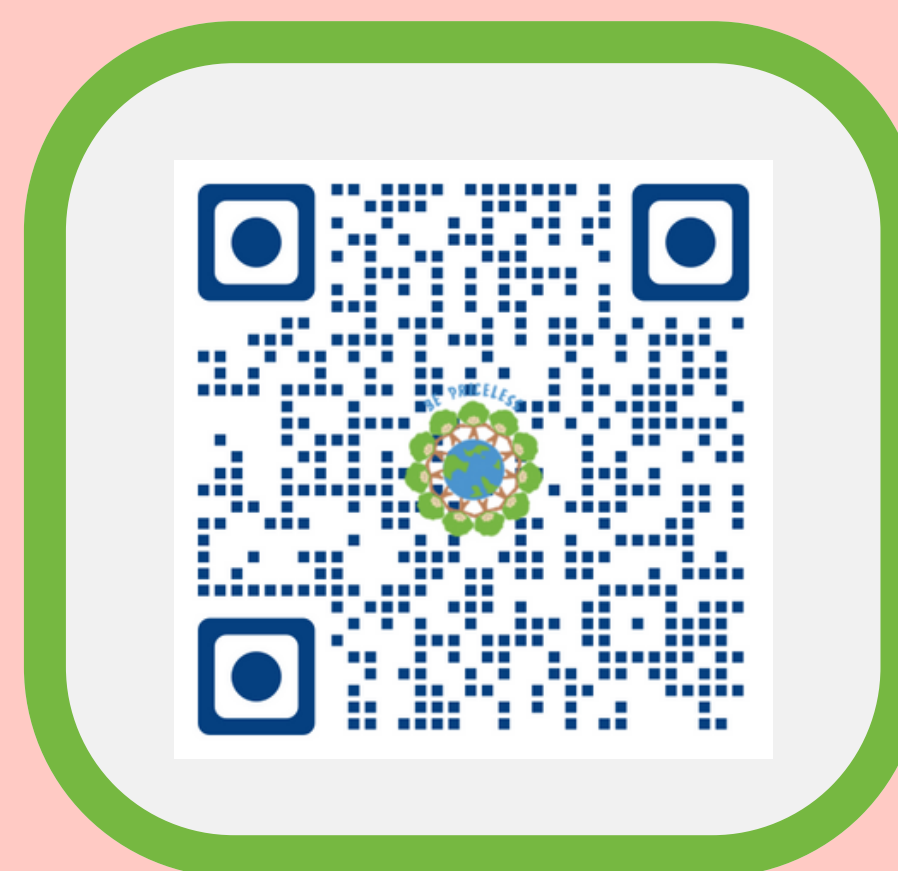


**1 in 5** do not know how to seek help<sup>1</sup>

## SEED Courses covers human trafficking and other forms of exploitation



Students learn about private parts and the child protection hotline

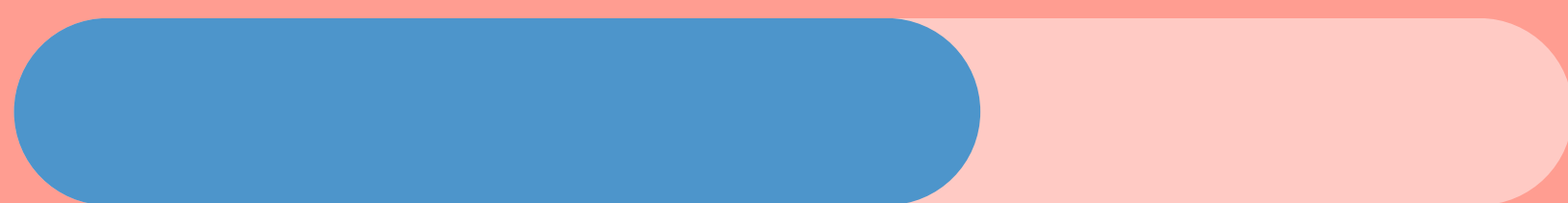


Child Protection Hotline Song



My Mind and Body Belong to me - Song

## After attending the SEED Course:



**62%** of caregivers reported that their children are more likely to stay away from risks and say “No”.<sup>2</sup>



**71%** of children aged 4-6 years are more able to say “No!” to Dangers<sup>3</sup>

[1] South China Morning. Child abuse in Hong Kong. Published March 30, 2022

[2] 746 caregivers completed the survey before and after the SEED Course

[3] 105 children aged 4-6 years completed the survey before and after the SEED Course



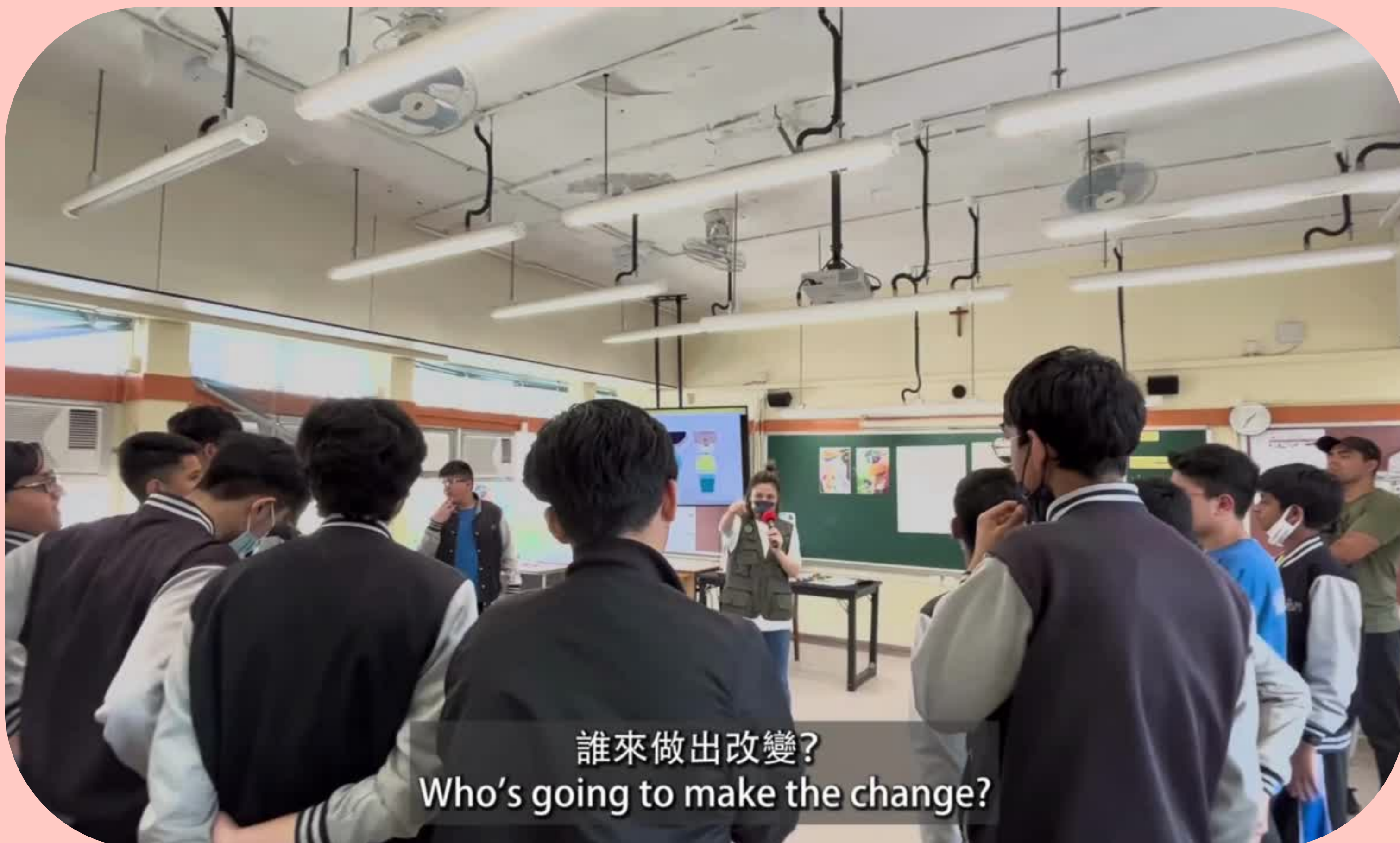


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**SDG Target 5.3:** Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

**We cover human trafficking, forced marriages and other forms of exploitation**



Form 2 students are asked who will ensure that the rights of girls and women are respected and promoted.

**SDG Target 5.5:** Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life

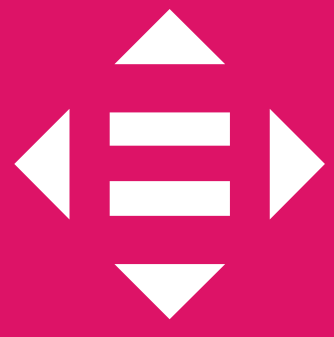
Measured by composition of our team

**75%**

members of our team are women







# Goal: Reduce inequality within and among countries

**SDG Target 10.2:** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

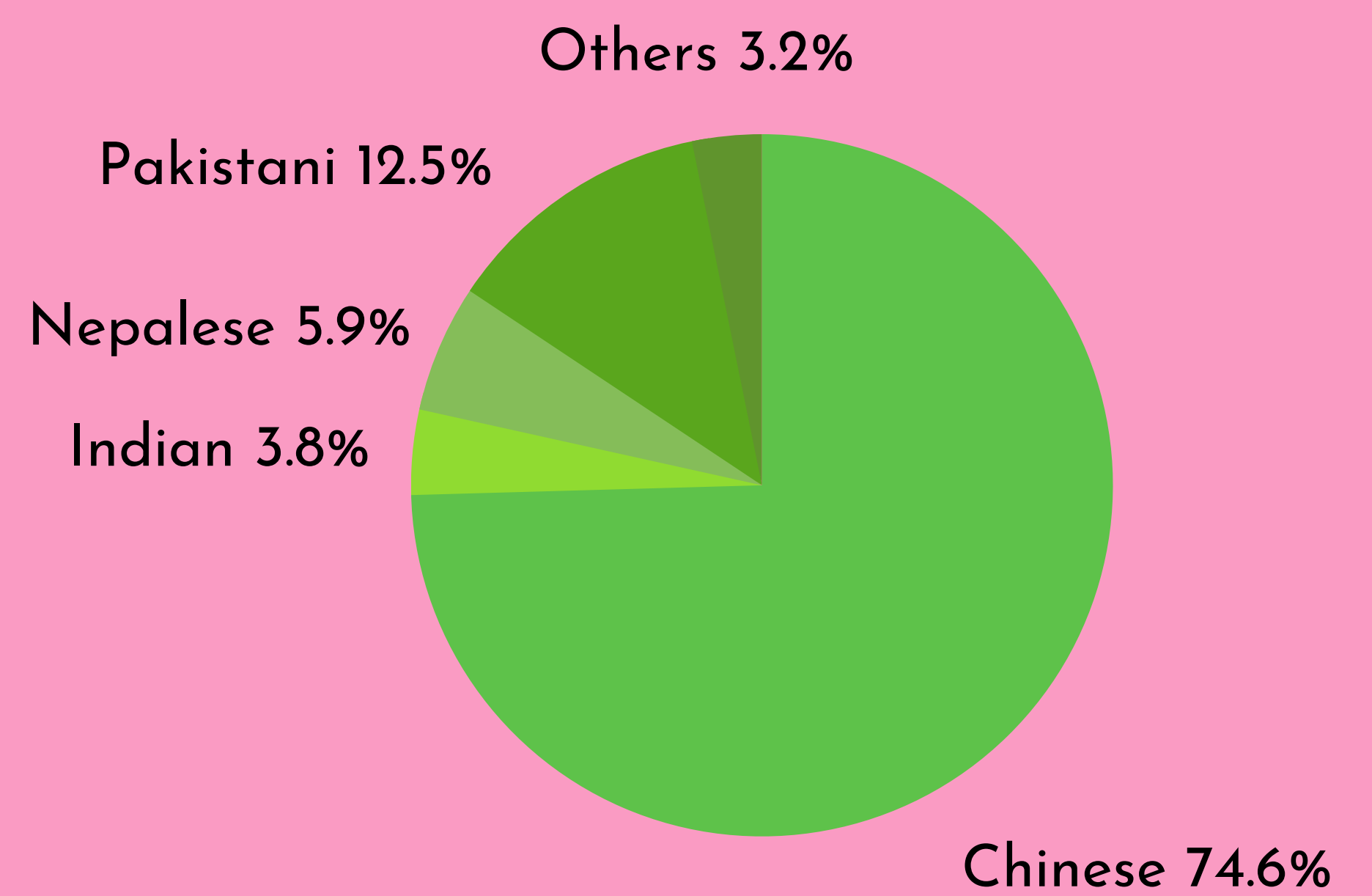
Measured by enrollment and participation

## Empowering diverse children:

Equity is one of our key guiding principles, we provide services to vulnerable communities who are facing the highest risks.



## Ethnicity of children aged 7-17 years



## Equity in action with children (7-17 year-olds)



**78.3%**

from families below median income compared to **50%** across Hong Kong

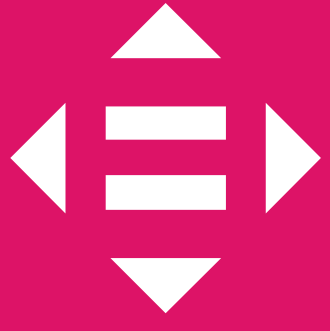


**24%**

are identified to have SEN compared to **7.5%** of children in primary and secondary schools<sup>1</sup>

[1] Research Office Legislative Council of the Government of Hong Kong SAR. Statistical Highlights is ISSH36/202





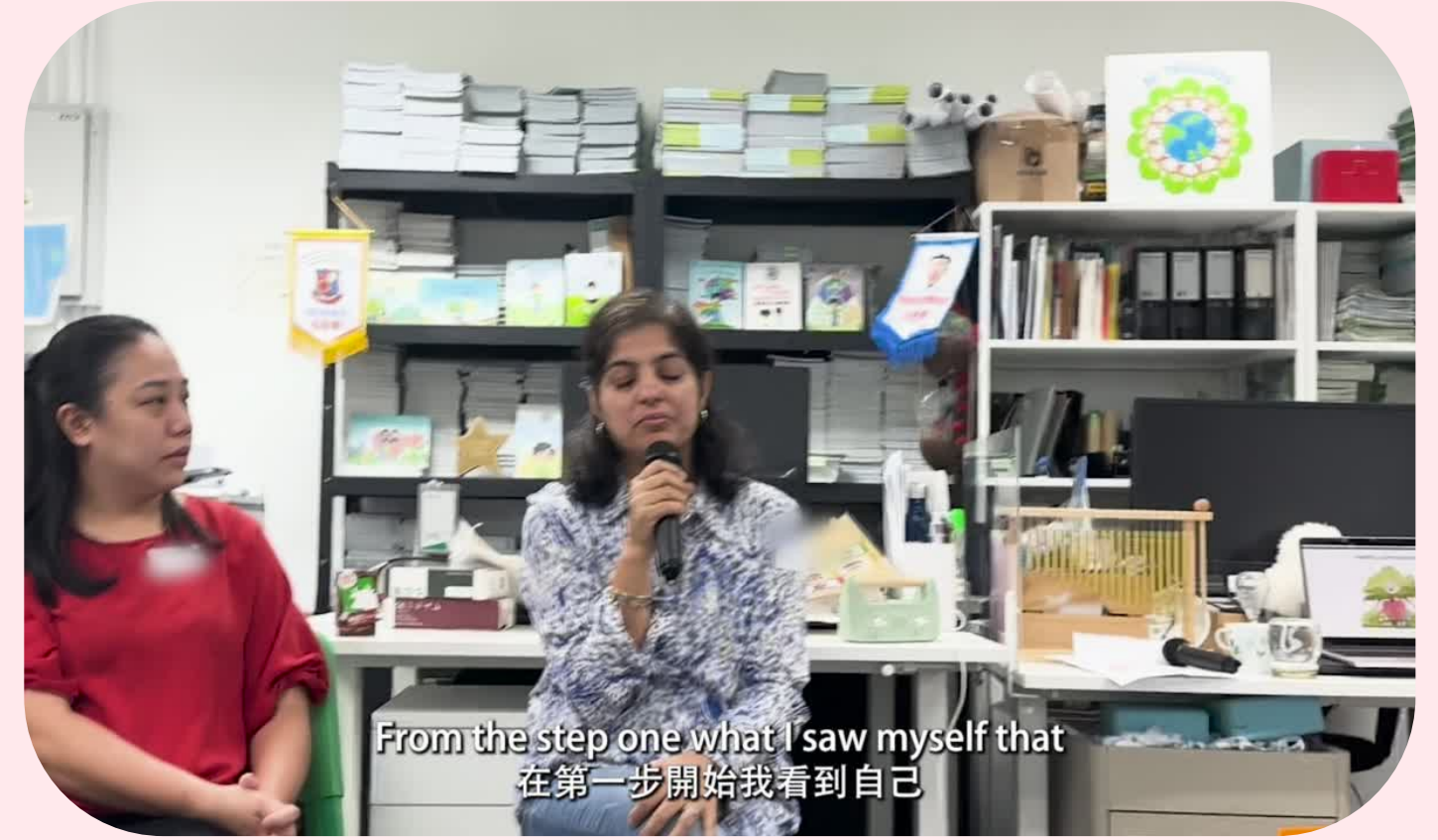
# Goal: Reduce inequality within and among countries

## We empower caregivers of all backgrounds

### Flourishing in all seasons workshop

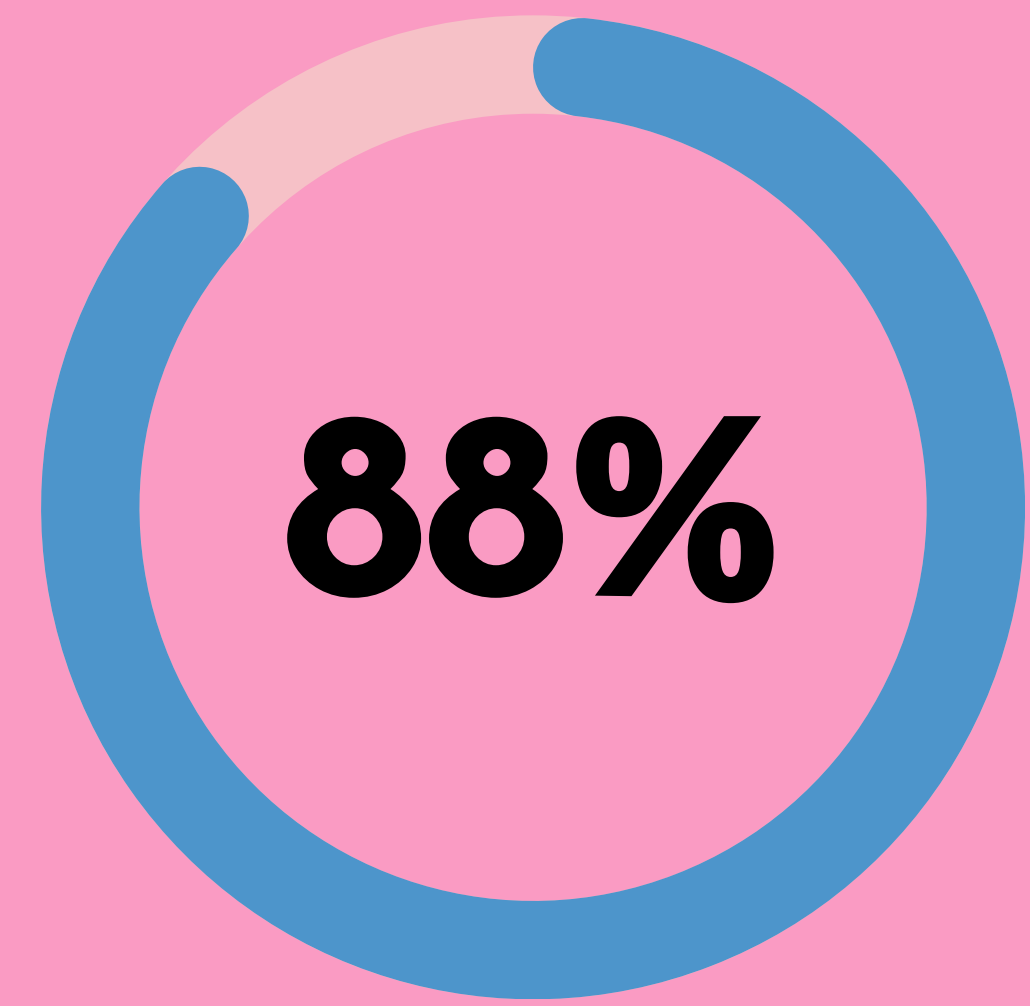
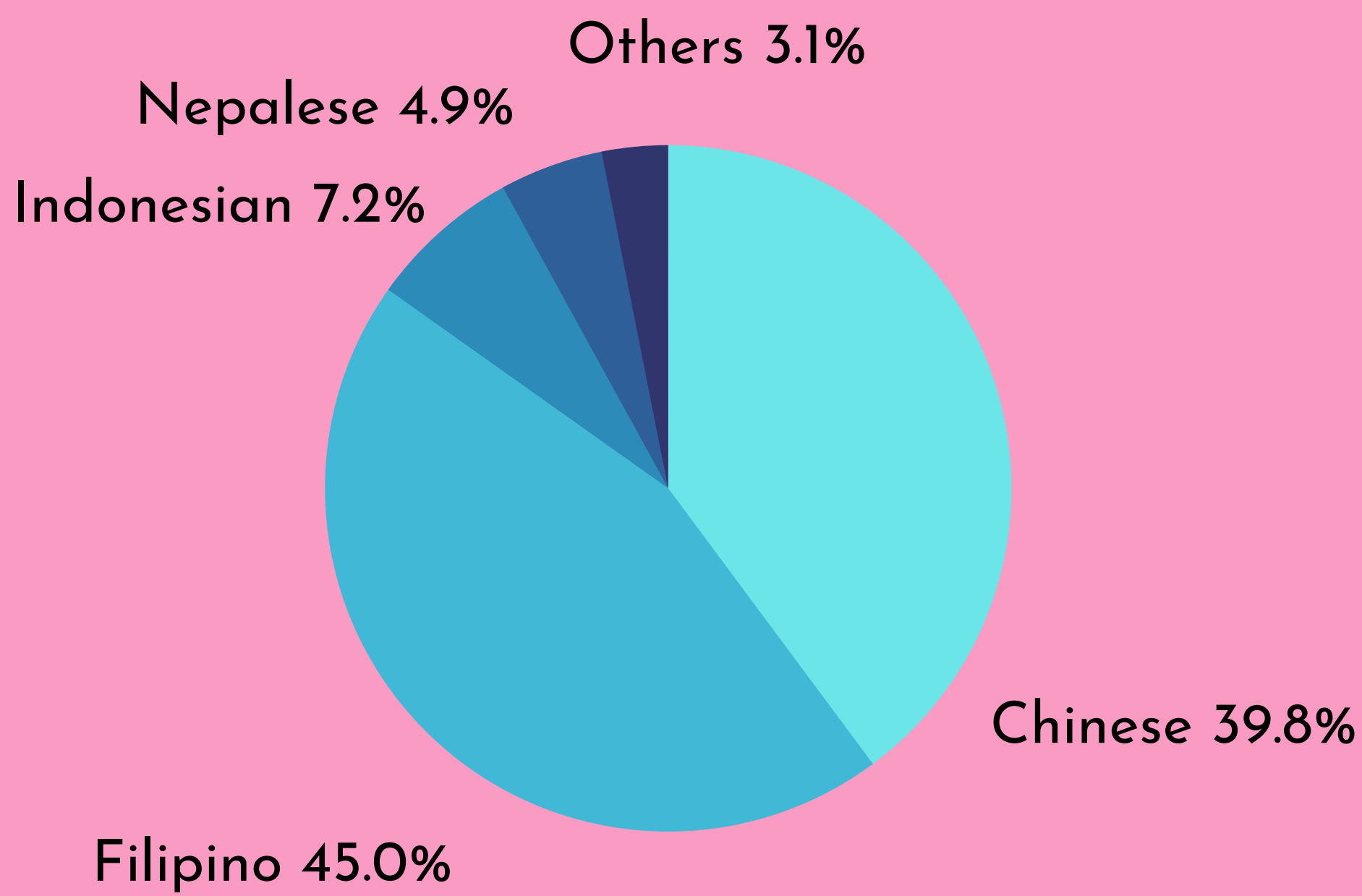
We provide opportunities to learn advanced skills for flourishing in our evolving complex environment.

Families from all backgrounds were invited to join.



Caregiver sharing what she has learned

### Ethnicity of caregiver participants



caregivers from families below median income compared to **50%** across Hong Kong

## 8 languages

of SEED services provided

Including Cantonese, English, Mandarin, Bahasa, Bengali, Hindi, Tagalog, and Urdu.

**SDG Target 10.3:** Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

**Be Priceless has a zero-tolerance policy and culture against discrimination or harassment. Compassion, equity, and inclusion are integrated in all of programs.**





# Goal: Make cities and human settlements inclusive, safe, resilient and sustainable

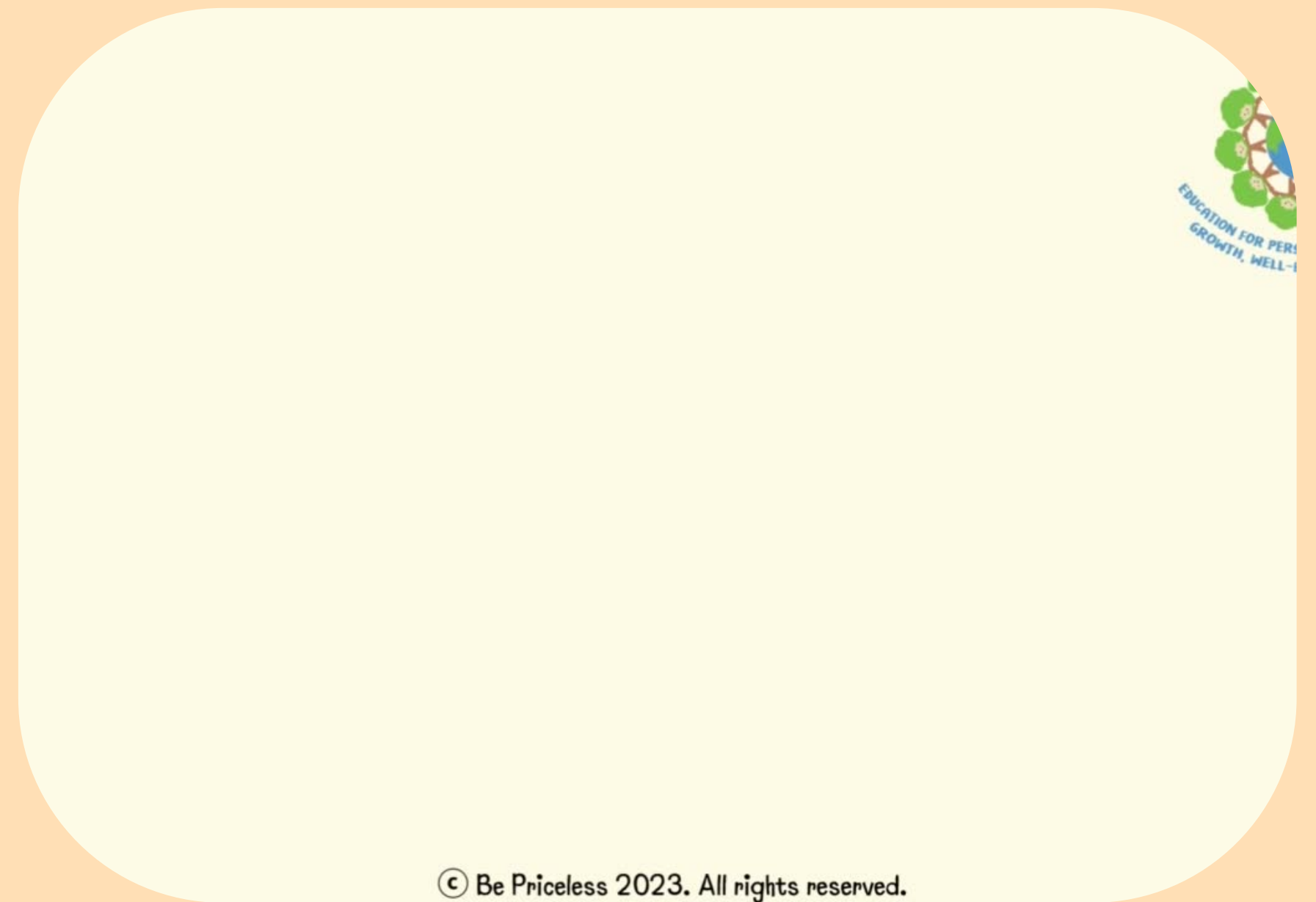
**SDG Target 11.5:** By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations.

Measured by safety survey score

## Risk Reduction Training



Students practice PPRR actions to reduce risks by prevention, preparedness, response and recovery



SMARTS song helps children rehearse actions in response to unsafe situations

## After attending the SEED Course:



**59%** of caregivers are more likely to feel safe.<sup>1</sup>



**60%** of caregivers more aware of the risks affecting their children<sup>1</sup>



PPRR Song



Stay Away from Dangers Animation



Respiratory Infection Introduction Animation



Response to Respiratory Infections Animation

[1] 746 caregivers completed the survey before and after the SEED Course





# Goal: Take urgent action to combat climate change and its impacts

**SDG Target 13.3:** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

## Climate Education

SEED Courses builds capacity, behaviors, and interactions against climate change and its impact - from protecting the environment and its living beings to identifying early warning signs and taking specific steps of risk reduction for themselves, their families, and their communities.

Learners also develop solutions that support people who face higher risk - promoting diversity, equity, and inclusion in climate change actions.

**Let's all train and practise these skills!**

Practice the SMARTS actions

Practice asking for help when I'm in danger

Memorize and recall the phone numbers and addresses of your helping hand and the emergency service

**Extreme Weather Events**

I am prepared to notice warnings signs early by getting updated and accurate information from:

- Regularly tuning in to weather news on the radio, TV, online news, and weather department websites (e.g. Hong Kong Observatory)
- Set up an extreme weather alerts application (app) on my phone, computer, or other devices.

watch out for heavy rain

Safety Plan for extreme weather events

**1** Some plans for actions in different weather-related emergency situations

**During strong typhoons or floods:**

**Avoid danger:**

- Leave an unsafe place (e.g. home if I am told to by the authorities)
- I will not walk, swim or drive through flooded water
- I will stay off bridges over fast-moving water

**Increase safety:**

- Stay in a safe place, e.g. at low risk of floods or landslide
- Move to higher ground or a higher floor
- Stay connected with my trusted adults and other family members (may use the communication plan)
- Go to a safe place, (e.g. safe shelter if home is not safe; away from windows) (using the risk map exit plan may help)
- Address of nearest storm shelter or community center

**2** During a heat wave:

**Avoid danger:**

- Avoid going out when the sun is the strongest and on very hot days
- Avoid too much physically active, e.g. running
- Call the doctor/ ambulance if you feel unwell
- Cover the window to avoid the room from getting too hot
- Don't stay inside of parked cars, they heat up quickly.

**Increase safety:**

- Stay in a safe place - indoor or in the shade
- Use ways to cool down - e.g. fan, air conditioning, cold shower, drinking cold water
- Drink enough water - this helps the body cool down
- Wear light colored, loose and light clothing; and a hat when outdoors
- Give special care and check on people who are more easily hurt by heat e.g. babies, young children, elderly, people with chronic illness.
- Learn about signs of heat-related illness (e.g. <https://www.ready.gov/heat>)

Safety Plan for various climate events



Students learn about risk



Students practicing PRR Song



Climate Change Risk Reduction Animation



Goal: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

SDG Target 16.2: Protect Children from Abuse, Exploitation, Trafficking and Violence.

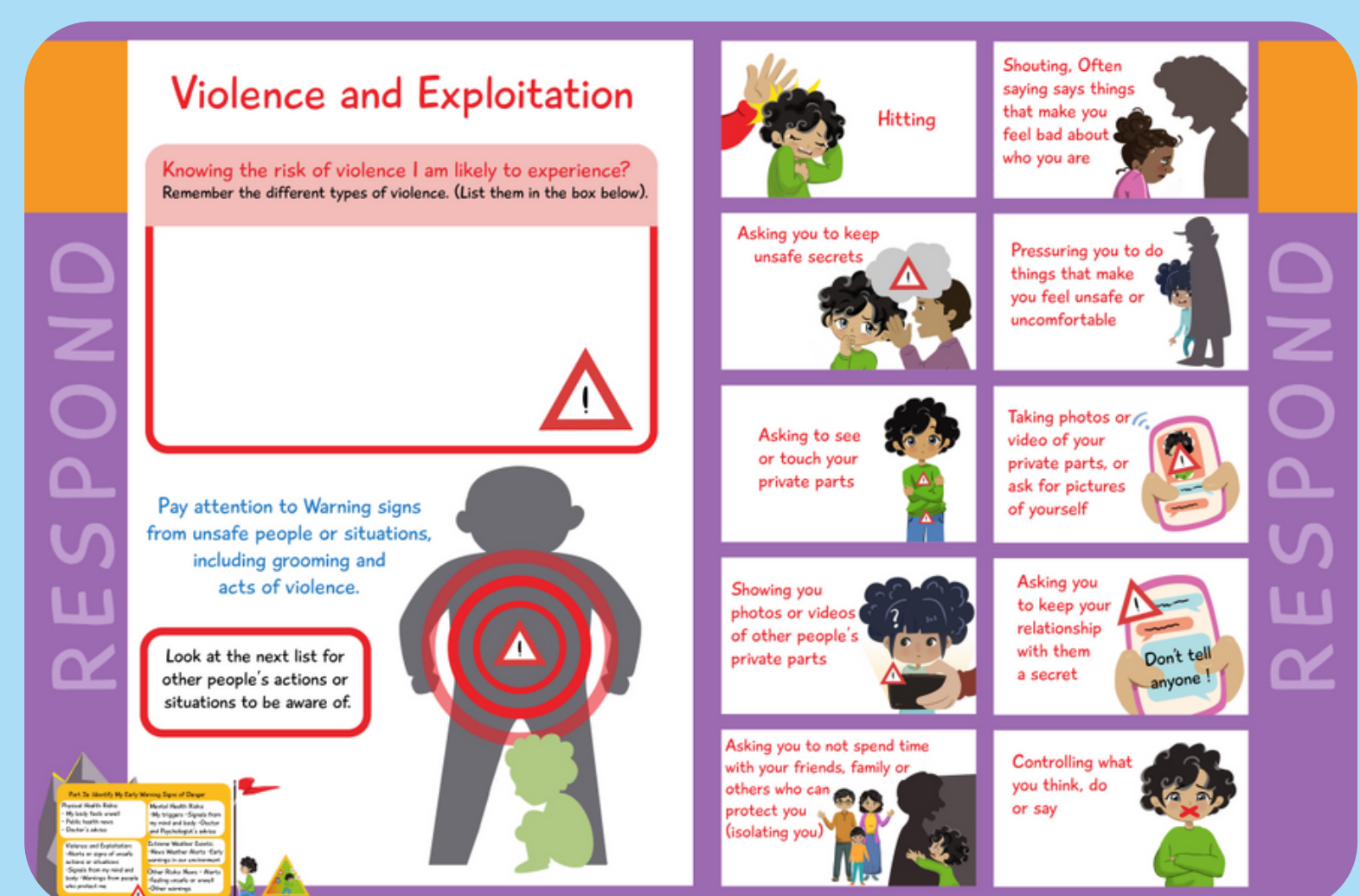
Measured by quality of life survey score

### Risk Reduction Training

SEED Courses increase the awareness of children towards different types of abuse, exploitation, trafficking, and violence. This is followed by actionable advice on how to reduce their susceptibility to the aforementioned threats to their well-being.



Practice identifying who can be a trafficker



Safety Plan for early warning signs of violence and exploitation



Knowing the many types of human trafficking



Dr. Czarina Leung's interview with RTHK  
"Home Safe Home"

71% of children aged 4-6 years are more willing to tell their caregiver when they are unsafe, after attending SEED Course <sup>1</sup>

[1] 105 children aged 4-6 years completed the survey before and after the SEED Course

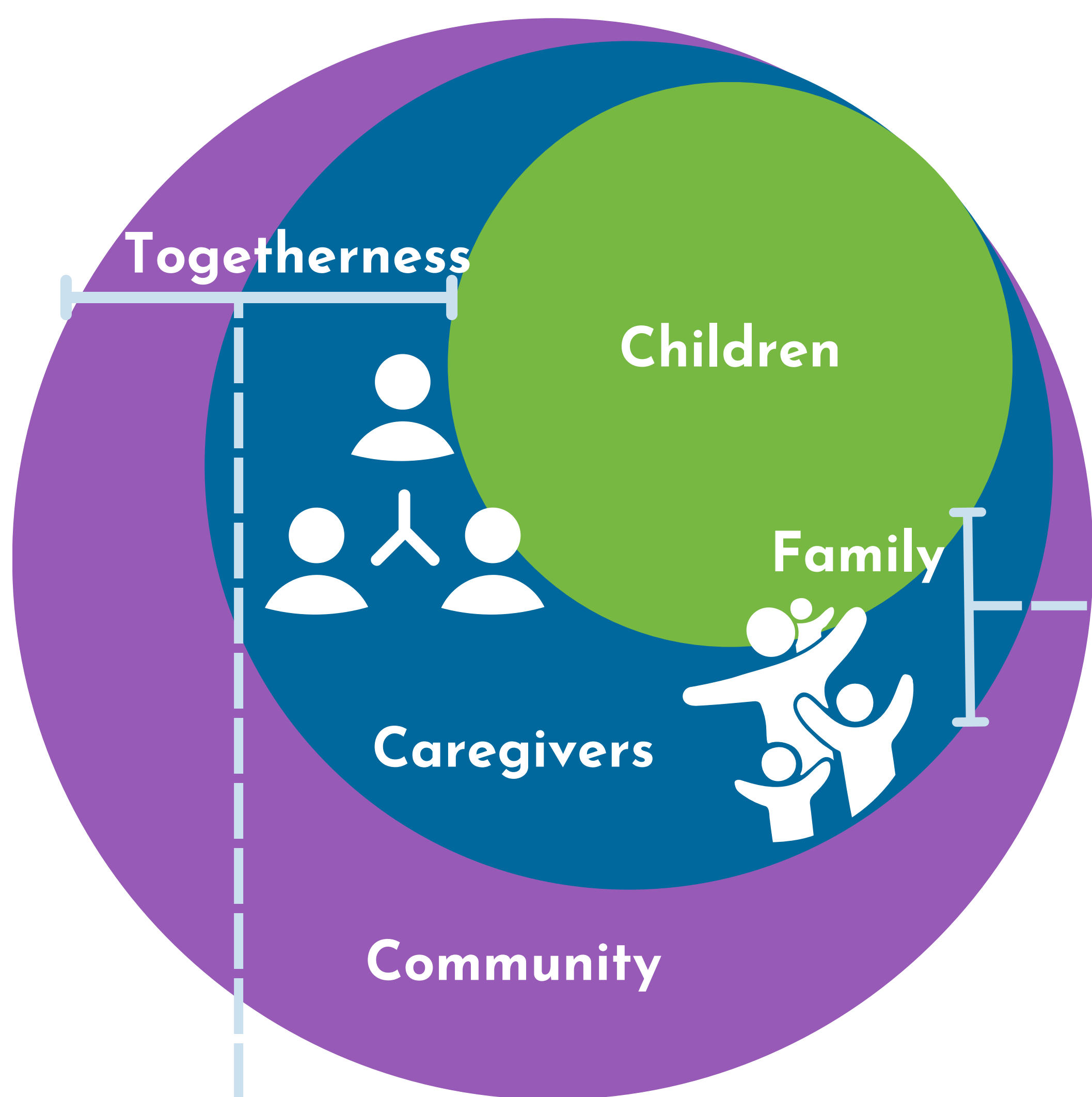




# Goal: Strengthen the means of implementation and revitalize the global partnership for sustainable development

**SDG Target 17.16:** Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

Measured by participation and quality of life survey scores



## Family Well-being



Sharing at Winter Family Workshop

**82%** Improved family solidarity<sup>1</sup>

## Youth & Caregivers Driven Community Well-being

Rejuvenate ourselves with new skills, with new strengths, more power...

- **Marina**



So overall, I'm really happy to join the workshop today  
所以整體來說，很高興能夠參加今天的工作坊。

Social Worker Marina's testimonial

**59**

Youth volunteers engaged

**77%**

SEED graduates served the community to strengthen well-being<sup>2</sup>

[1] 696 caregivers completed the survey before and after the SEED Course

[2] 47 graduates completed this survey community sustains commitment at least 6-months after the SEED Course. The survey was started since June 2023





# Goal: Strengthen the means of implementation and revitalize the global partnership for sustainable development

**150**

multicultural children, youth, caregivers, and other community members

**70+**

multi-sectoral professionals contributed

## 18+ partners



### Multicultural Assembly - Building a Resilience Network for Our Well-being by Health In Action

We are a trusted partner of the multicultural community on nurturing the flourishing of children, youth, families facing higher risks (from diverse ethnicities, migrants, refugees and more). Dr. Leung share insights on fostering inclusive flourishing and resilience in our diverse community - so that each child, youth, family, and person facing higher risks can be supported to be well and safe.



[Watch the panel](#)

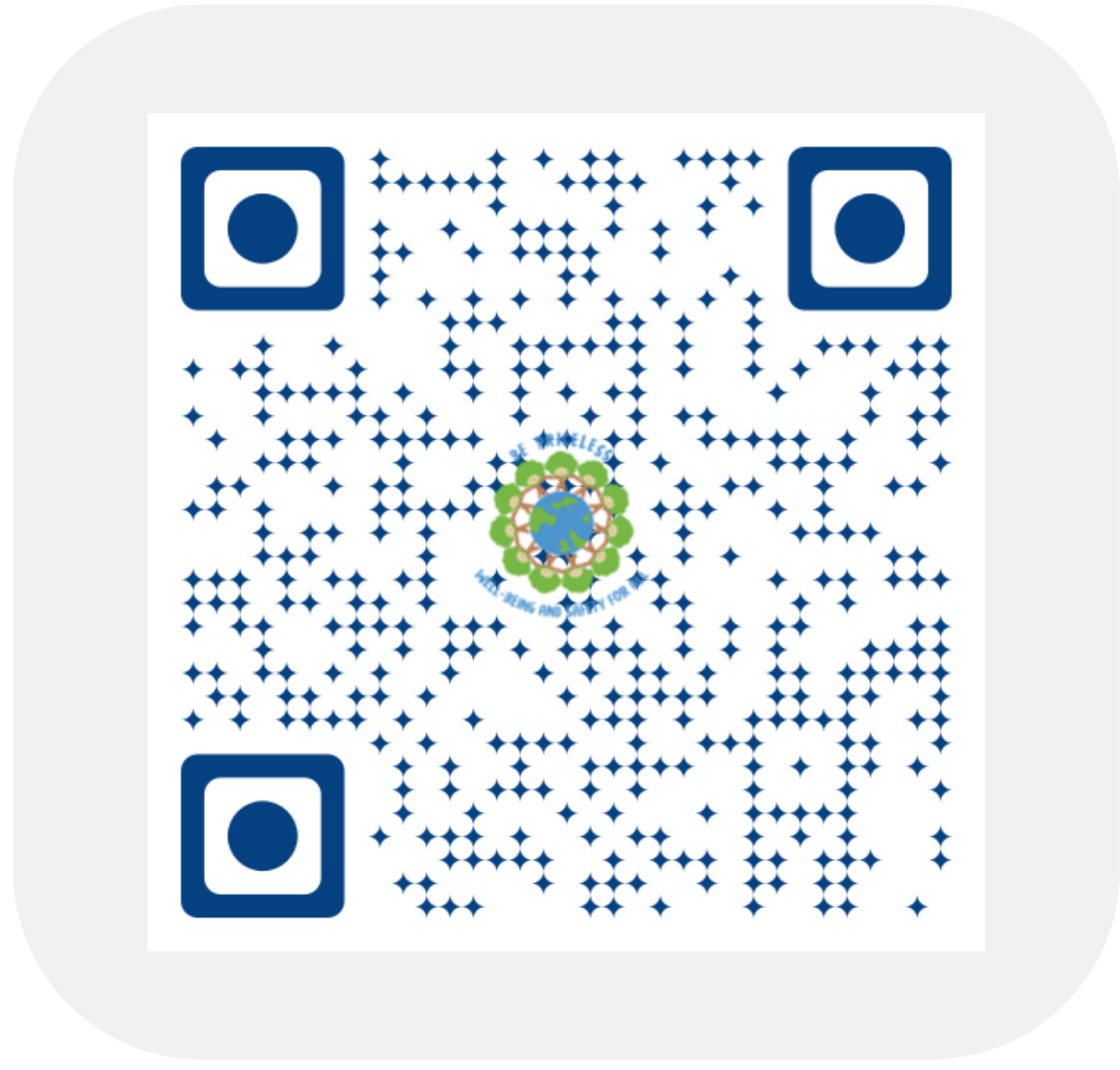
### Testimonial from Janet, former coordinator from Health In Action

“The SEED Course has addressed some hidden needs of the community. One of the very memorable sharing by the kids is that she now knows how to react when she was being followed, that she would tell a trusted adult about it. The SEED Course has provided the young people with solutions to some dangerous scenarios, which is very practical and helpful when they are at risk.

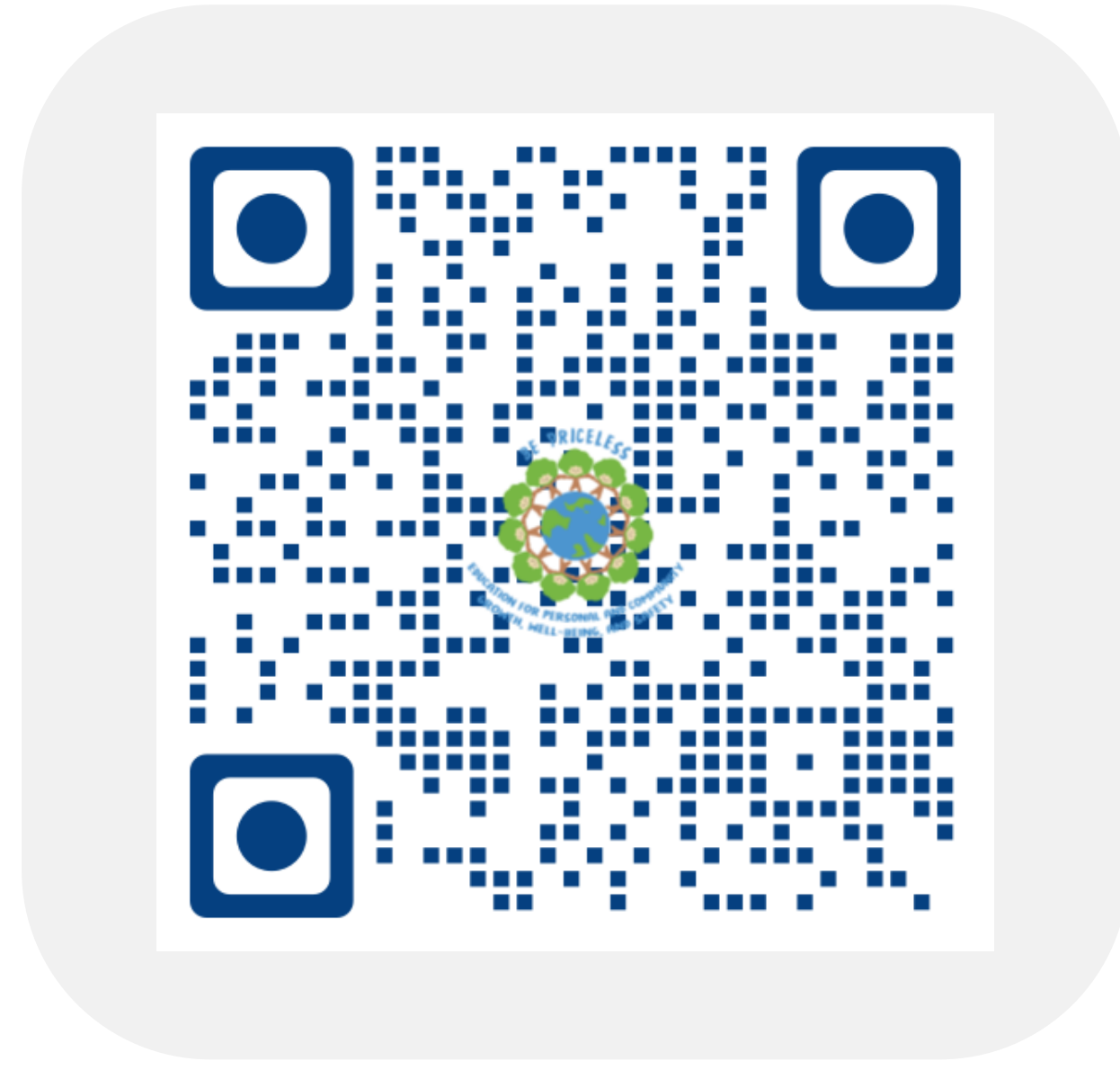


[Read the full testimonial](#)

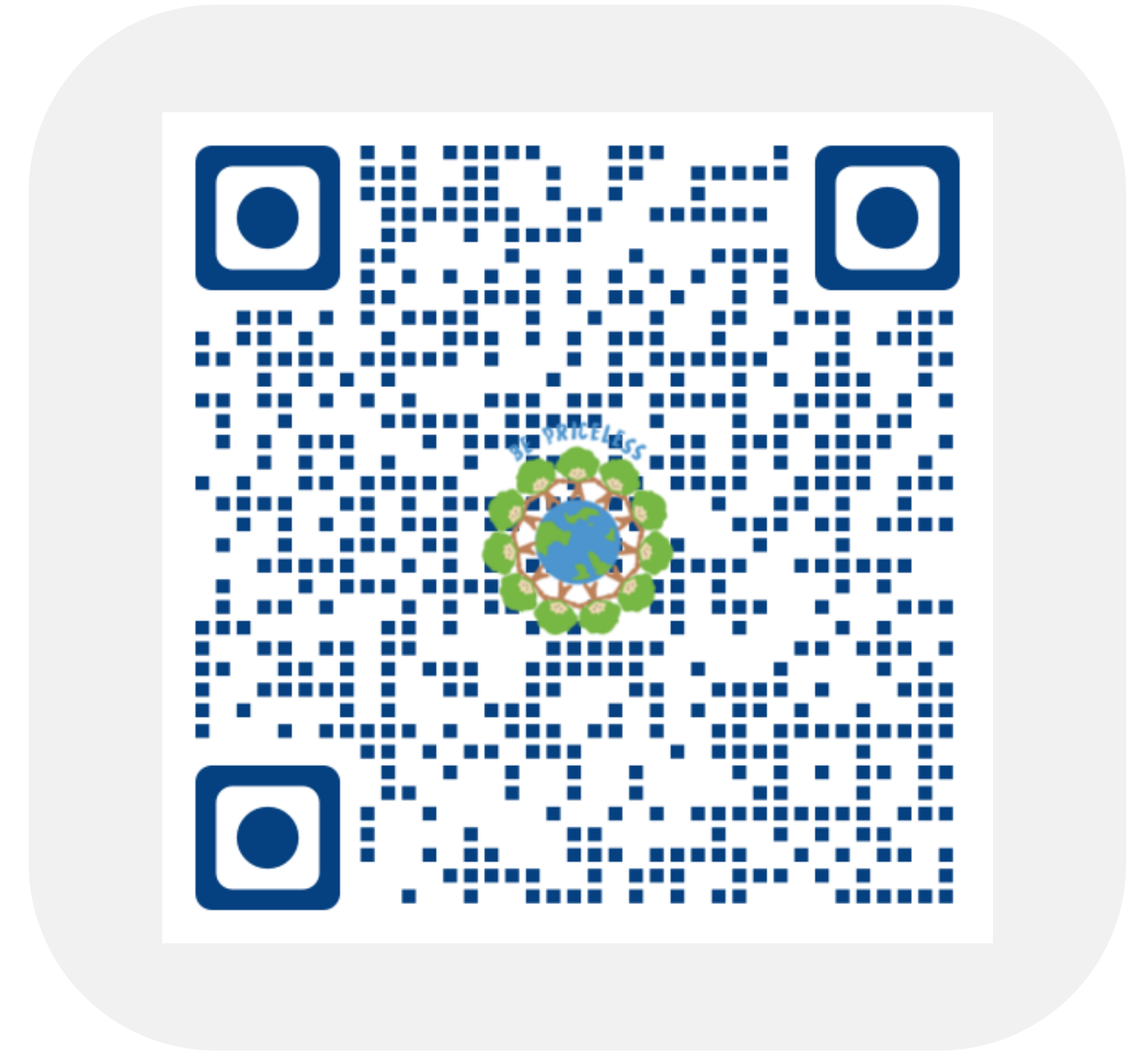




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